



OFFICE OF THE CHIEF FINANCIAL OFFICER (OCFO)
Position Vacancy Announcement

SERVICING PERSONNEL OFFICE/UNIT: **OMA, Human Resources Division**

ANNOUNCEMENT NO: 05-AD-DCLB-0011	POSITION: Chief of Marketing
POSITION SERIES: DS-301	POSITION GRADE: DS-13/1 – 14/10
OPENING DATE: November 17, 2004	CLOSING DATE: Open Continuously
IF "OPEN UNTIL FILLED," FIRST SCREENING DATE: December 2, 2004	SALARY RANGE: \$62,904 - \$95,792 TOUR OF DUTY:
WORKSITE: 2101 ML King, Jr. Avenue SE	AREA OF CONSIDERATION: Unlimited
PROMOTION POTENTIAL: DS-14	NO. OF VACANCIES: One (1)
AGENCY: DC Lottery and Charitable Games Board (DCLB)	DURATION OF APPOINTMENT: Permanent

This position is **NOT** in a collective bargaining unit.

BRIEF DESCRIPTION OF DUTIES: The incumbent is responsible for marketing, advertising, research, marketing analyses, community event advertising, media advertising and implementing a marketing program, which addresses the agency's needs. Develops and implements an annual marketing advertising plan and corresponding budget. Directs all programs and activities related to plan and manage the budget. Directs all media buying and advertising activities. Directs all advertising campaigns from inception to production. Directs all collateral materials, brochures, newsletters, fliers, and point-of-sale promotional and merchandising material from design and copy to production and distribution. Writes and edits a variety of material. Directs and manages high quality market research and makes recommendations for action to facilitate the achievement of the agency's strategic objectives. Keeps current with state of the art technology and techniques to create new advertising programs. Responds to lottery industry surveys and studies related marketing. Reviews and analyzes marketing data, market opportunities. Reviews marketing proposals and makes recommendations. Coordinates with other Lottery managers in developing new lottery products and product modifications. Oversees the operations and distribution of the work and is responsible for the final review of each project.

QUALIFICATIONS REQUIREMENTS: One (1) year of Specialized Experience equivalent to the next lower level.

SPECIALIZED EXPERIENCE: Is experience that has provided the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position to be filled. To be creditable, specialized experience must have been equivalent to at least the next lower grade level in the normal line of progression for the occupation in the organization.

SUBMISSION OF RANKING FACTORS: The following ranking factors will be used in the evaluation process. All applicants **MUST** respond to the ranking factors **ON A SEPARATE SHEET OF PAPER. PLEASE SEND AS AN ATTACHMENT TO YOUR DC2000.** Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you meet the ranking factors that have been determined to be of importance for the position for which you are applying. You may refer to any experience, education, and training, awards, outside activities, etc. that includes the degree to which

you possess the job related knowledge, skills, and abilities described in the ranking factors. The information given in response to the ranking factors should be complete and accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS WILL ELIMINATE YOU FROM CONSIDERATION.**

1. Broad knowledge of interpreting marketing policies rules regulations and the ability to apply that knowledge to a variety of marketing procedures and functions.
 2. Extensive knowledge of marketing, advertising, draw procedures and community relations.
 3. Proficiency in the development of an annual marketing advertising plan and budget.
 4. Demonstrated managerial skills and the ability to supervise a staff.
 5. Strong oral and written communication skills.
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SUBSTITUTION OF EDUCATION FOR EXPERIENCE WILL BE ALLOWED AS DEFINED BY OPM'S QUALIFICATION STANDARDS. HOWEVER, IN ORDER TO RECEIVE CREDIT, YOU MUST SUBMIT OFFICIAL PROOF OF EDUCATIONAL ATTAINMENT WITH YOUR APPLICATION. TIME-IN-GRADE REQUIREMENTS ARE APPLICABLE. APPLICANTS CLAIMING VETERAN'S PREFERENCE MUST SUBMIT OFFICIAL PROOF WITH THE APPLICATION.

DRUG-FREE WORKPLACE ACT OF 1988: "PURSUANT TO THE REQUIREMENTS OF THE DRUG-FREE WORKPLACE ACT OF 1988, THE INDIVIDUAL SELECTED TO FILL THIS POSITION WILL, AS A CONDITION OF EMPLOYMENT, BE REQUIRED TO NOTIFY HIS OR HER IMMEDIATE SUPERVISOR, IN WRITING, NOT LATER THAN FIVE (5) DAYS AFTER CONVICTION OF OR A PLEA OF GUILTY TO A VIOLATION OF ANY CRIMINAL DRUG STATUTE OCCURRING IN THE WORKPLACE."

APPLICATIONS SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO THE APPLICANT, EXCEPT THAT APPLICATIONS RECEIVED OUTSIDE THE AREA OF CONSIDERATION OR AFTER THE CLOSING DATE WILL BE RETURNED WITHOUT ACTION.

WORKING CONDITIONS: Office Environment

PHYSICAL EFFORT: Sedentary

ALL POSITIONS NOT IN THE COLLECTIVE BARGAINING UNIT SERVE AT THE PLEASURE OF THE CFO AND MAY BE TERMINATED AT WILL.

HOW TO APPLY: ALL APPLICANTS, INCLUDING DEPARTMENTAL EMPLOYEES AND OTHER DC GOVERNMENT EMPLOYEES, MUST SUBMIT THE DISTRICT OF COLUMBIA APPLICATION, [DC 2000](#). (Resume May Be Attached.) EMPLOYEES AFFECTED BY RESTRUCTURING MUST SUBMIT THEIR APPLICATION WITH THE APPLICATION TRANSMITTAL FORM. **ALL APPLICATIONS AND SUPPORTING DOCUMENTS MUST BE RECEIVED BY CLOSE OF BUSINESS (5:00PM) ON THE CLOSING DATE OF THIS ANNOUNCEMENT.**

"A NON-COMPETITIVE SELECTION OF A CANDIDATE ON THE AGENCY'S REEMPLOYMENT PRIORITY LIST OR THE DISPLACED EMPLOYEE'S PRIORITY LIST WILL RESULT IN CANCELLATION OF THIS ANNOUNCEMENT."

WHERE TO APPLY:

Janice Cager
OCFO – OMA – Human Resources
941 North Capital Street, N.E., Suite 1200
Washington, DC 20002
(202) 442-6523

RESIDENCY PREFERENCE AMENDMENT ACT OF 1998: An external applicant for a position in the OCFO who is a bona fide resident of the District of Columbia AT THE TIME OF APPLICATION, may claim a hiring preference over a non-resident applicant by completing the 'Residency Preference for Employment' form, [DC 2000RP](#), and submitting it with the employment application, [DC 2000](#). To be granted preference, an applicant must: (1) be qualified for the position; and (2) submit a claim form at the time of application. Except for employees entitled by law to preference, preference will not be granted unless the claim is made at the time of application. This preference is only granted upon initial appointment.

NOTICE OF NON-DISCRIMINATION: In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code section 2-1401.01 *et seq.*, (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination, which is also prohibited by the Act. In addition, harassment based on any of the above, protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

SALARY REDUCTION OF REEMPLOYED ANNUITANTS: An individual selected for employment in the District Government on or after January 1, 1980, who is receiving an annuity under District government civilian retirement system, shall have his or her pay reduced by the amount of annuity allocable to the period of employment.

OFFICIAL JOB OFFERS ARE MADE ONLY BY THE OMA HUMAN RESOURCES

OFFICE OF THE CHIEF FINANCIAL OFFICER

AN EQUAL OPPORTUNITY EMPLOYER